

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the present amendment and the following discussion, is respectfully requested.

Claims 16-27 and 34-36 are pending in this case. Claims 16, 22, and 34-36 are amended by the present amendment with support in the originally filed disclosure at least at page 1, lines 15-24, and page 29, lines 15-26. Thus, no new matter is added.

The outstanding Office Action rejected Claims 16-27 and 34-36 under 35 U.S.C. § 102(e) as anticipated by Kolls (U.S. Patent No. 6,615,183).

Applicant respectfully traverses the rejection of the pending claims.

The outstanding Office Action asserts a system 500 of Kolls, connected to or set atop a housing of an image forming device, such as a copier, as depicted at Fig. 3B of Kolls, as teaching the image forming apparatus as defined by Claims 16, 22, and 34-36.

With regard to Claim 16, the outstanding Office Action asserts the display of the system 500 as teaching the displaying mechanism defined by the claim.

However, as clarified by amended Claim 16, the displaying mechanism is configured to display a banner advertisement “on a single body of the image forming apparatus that houses image forming mechanisms including copying and printing mechanisms.”

The system 500 of Kolls, whether connected to or set atop another device, does not teach “a single body...that houses image forming mechanisms including copying and printing mechanisms.” Thus, the display of system 500 does not teach “a displaying mechanism configured to display, on a single body of the image forming apparatus that houses image forming mechanisms including copying and printing mechanisms, a banner advertisement,” as recited by amended Claim 16.

Because Kolls does not teach or suggest at least the above-discussed features of Claim 16, Applicant respectfully requests that the rejection under 35 U.S.C. § 102(e) of Claim 16 and Claims 17-21, which depend therefrom, be withdrawn.

Claims 22 and 34-36, though differing in statutory class and/or scope from Claim 16, patentably define over Kolls for similar reasons as Claim 16. Thus, Applicant respectfully requests that the rejection under 35 U.S.C. § 102(e) of Claim 22, Claims 23-27, which depend therefrom, and Claims 34-36 be withdrawn.

Accordingly, the outstanding rejections are traversed and the pending claims are believed to be in condition for formal allowance. An early and favorable action to that effect is, therefore, respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.



James J. Kulbaski
Attorney of Record
Registration No. 34,648

Usha Munukutla-Parker
Registration No. 61,939

Customer Number
22850

Tel: (703) 413-3000
Fax: (703) 413 -2220
(OSMMN 08/07)